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Automotive News

December 10, 1990

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Chrysler may shape brands by making Eagle its import franchise

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. by the 1995 model year may sell all but a handful of the Japanese vehicles it imports from Mitsubishi Motors Corp. through its Eagle franchise.

Currently, Chrysler-Plymouth, Dodge and Jeep-Eagle dealers sell cars built in Japan by Chrysler's partner, Mitsubishi Motors Corp.

Jeep keeps ZJ, loses minivan, Page 53

But as Chrysler seeks stronger brand identity for its three dealer networks, the company is considering turning Eagle into its import franchise, according to those familiar with the discussions.

If adopted, the creation of Eagle as an import franchise would culminate several years of bickering over product allocation among Chrysler's three franchises. The bickering began when Chrysler created Jeep-Eagle following its acquisition of American Motors in 1987.

The move would be similar to General Motors move of selling Japanese imports and the Prizm, built in a joint venture with Toyota in Fremont, Calif., through the Geo sub-franchise at Chevrolet dealers. GM created Geo in 1988 after trying to sell imports as Chevrolets.

Preliminary discussions call for Eagle to sell a range of Mitsubishi-built products, including a minivan code-named CL in the 1994 model year and a stretched version of the van, code-named CLX, in the 1995

see EAGLE, page 53

JUAQUINE MATTHEWS

American by design

Tom Matano, pictured in Mazda's California design studio with a just-finished model of a concept car that would shorten itself for city driving, helps provide an American perspective to Japanese carmaking. The Japanese have heightened the competition for U.S. engineers and designers. Stories on Pages 3 and 51.

Smaller engines loom large in Ford's plans for the '90s

V-8s on diet, V-6s for power

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. will tackle the energy conscious 1990s by replacing its current powerplants with lower displacement engines and converting some of its rear-wheel-drive models to front-wheel drive.

Ford's Engine Division cycle plan, approved on Aug. 15 and obtained by *Automotive News*, shows that Ford will try to balance energy conservation with consumer demand for more power and speed for the rest of the decade.

Ford spokesman David Caplan said the company does not comment on future product plans. He added that there are constant changes to product cycle plans and changes have been made to the cycle plan since Aug. 15. He declined to elaborate on what changes have been made since that time.

A high-level Ford source confirmed the company has held numerous meetings to discuss potential product cycle changes that might be required to accommodate new government emissions and fuel economy regulations.

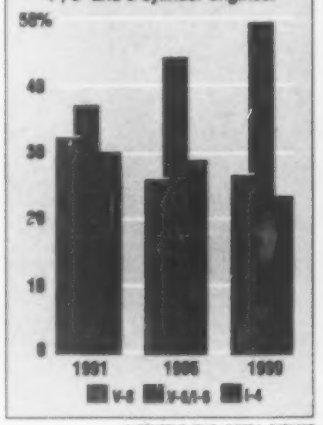
Ford currently plans to offer a Yamaha-designed, 3.0-liter, V-6, 30-valve, Super High Output engine for its 1997 Thunderbird. Presumably, the engine will replace the 3.8-liter supercharged V-6, which won't be produced after the 1996 model year. Thunderbird, which has always been rwd, will become a fwd car in the 1997 model year.

Ford will offer consumers the choice between a 3.0-liter V-6 and its tried and true push-rod 5.0-liter V-8 in the next generation Mustang, code-named SN95, in the 1994 model year. The present Mustang offers the choice between a 2.3-liter I-4 and the 5.0-liter V-8.

see FORD, page 52

Ford engine mix

Chart shows Ford's projections for percent of its vehicles using 4-, 6- and 8-cylinder engines.



AUTOMOTIVE NEWS / DAVID L. BURHANS

Ford switches to dealer rebates

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Acknowledging that consumer incentives no longer move a stubburn sales market, Ford Motor Co. will launch a major dealer incentive program across nearly all of its car and truck lines.

The program runs from Dec. 12 to Feb. 28 and does away with all consumer rebates except for customer cash on the company's four least expensive vehicles and 1991 Mercury Grand Marquis.

Importers tweak incentives, Page 56

Ford and Lincoln-Mercury dealers do not have to contribute financially to the incentive program nor order a certain number of cars to receive the rebates, which range up to $700 on Ford and $750 on Mercury models.

The move is a major marketing shift for Ford, which has been entrenched in the customer cash rebate and cut-rate financing game with the rest of the domestic auto industry since 1985.

Two other car divisions have tried to get off of the customer rebate merry-go-round in the past. Oldsmobile announced in November 1989 that it would only offer dealer rebates on its cars but then backed down on that strategy when sales worsened. Volkswagen United States announced in the fall of 1989 that it would lower prices and offer no consumer rebates, although it has dealer incentives. Sales rose.

General Motors offers consumer incentives but very few dealer incentives, while Chrysler offers both.

Thomas Wagner, Ford Division

see RE[illegible]ES, page 57

> "The Ford Motor Co. has wasted a whole lot of money on customer cash."
>
> **Ross Roberts**
> Lincoln-Mercury

The car business . . .

. . . and its prospects, from the European and Japanese points of view. Shoichiro Toyoda (right), CEO of Toyota, and the top bosses at Honda, Suzuki, Seat and General Motors Europe discuss their hopes and concerns on Pages 18-28.

VERSEAS
OCUS

Chrysler balks at recalling balky automatic transaxle

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp.'s "Ultradrive" four-speed automatic transaxle snafu has come back to haunt the company, as one special interest group called for a 500,000-unit recall last week.

Chrysler denied the extent of the problem, but an *Automotive News* survey of service managers at major Chrysler Corp. dealerships and fleet managers from major fleet customers showed that hundreds of thousands of vehicles with the Ultradrive transaxle, code-named A604, could be affected.

Chrysler installed the A604 in a total of more than one million units in the 1989 and 1990 model years.

A variety of difficulties, rang-

see ULTRADRIVE, page 55

NEWSPAPER

WALLY REICHERT

John Rutkowski, left, and Dan Turk of Saturn of Schaumburg, in Schaumburg, Ill., are selling used cars until more Saturns arrive.

Saturn postpones call on dealer aid

Dealers to secure more cars before cash could arrive

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

Saturn Corp. is expected to decide this week whether it will make financial amends with its first dealers for a shortage of cars caused by production glitches.

Real relief — more cars — apparently will arrive before any monetary aid.

Saturn officials and dealers who visited the plant in Spring Hill, Tenn., last week were confident that most of the early production problems were history.

Saturn's "franchise operations team" — a committee of six dealers and six company officials — held its regular monthly meeting last Wednesday, Dec. 5 to discuss a variety of plans to help dealers who have had to keep paying bills for more than a month even though they were given few cars to sell.

In some cases, dealers were given only six Saturns in the first 30 days they were open.

Compensation ideas reportedly under consideration included:

- Monthly payments to each open dealer to help cover overhead costs.
- Delay or temporary elimination of payments dealers make to the manufacturer for cooperative advertising and other expenses.
- Payment of $1,000 per car per month based on the dealership's planning potential.
- Saturn's temporary payment of dealers' monthly mortgage expenses.

Saturn dealers said the committee made no official decision or recommendation and that the matter now was in Saturn's hands.

"It's still being discussed and considered (by Saturn)," said John B.T. Campbell III, owner of Saturn of Santa Ana, Calif., and a member of the franchise operations team. "They (Saturn officials) are going to run it up and down their flagpole now."

Guy D. Briggs, Saturn's manufacturing vice president, blamed delays on late changes in the new car's design and fit problems with its plastic doors. Briggs said plant workers are stopping the line to make adjustments, rather than allowing the cars to pass.

"What's coming out at the end is correct," Briggs stated. "We can't say whether we're 60 days behind schedule or 90 days behind schedule. We'd like to be making more cars, but I'm pleased."

The company had earlier forecast producing as many as 16,000 vehicles by the end of December. It confirmed last week that only 2,162 cars had been produced through the end of November.

Dealers who attended the Wednesday meeting said the stepped-up production, combined with stoppages to assure quality, yields 97 cars per day at the plant.

"My guess is that if they can get these cars shipped out on a daily basis, that it (problems dealers are having) will go away," said John Zimbrick, owner of Saturn of Madison, Wis., and a member of the franchise operations team.

In addition to boosting production, Saturn also has delayed the next wave of dealership openings from February to April, to bolster supplies at open dealerships.

Zimbrick's was one of the locations that was delayed.

"I was supposed to open in February; now it's April 15. But I changed architects and got delayed anyway, so this is beneficial for both of us not to rush things," he said.

Automotive News Staff Reporter Lindsay Chappell contributed to this report.

Makers gun diesels as sales climb

By Joseph Bohn
TRUCK EDITOR

Light-duty diesel-engine trucks are churning up a lot of sales and increasing competition among domestic manufacturers.

Chrysler Corp. is negotiating a multi-year contract with Cummins Engine Co. of Columbus, Ind., to ensure long-term supply of its 5.9-liter turbodiesel, said Troy Simonson, Chrysler truck product planning manager.

The engine now accounts for half of all Dodge full-sized pickup truck sales. Dodge sold 30,000 turbodiesel pickups in the 1990 model year and projects 44,000 sales in 1991.

In January, the 5.9 liter will be intercooled to meet the new emissions standards and become available with a four-speed automatic overdrive transmission.

The new automatic will boost the trucks' current top speed of 80 mph and improve their fuel economy and performance.

Next fall, Chrysler will expand availability of the 5.9 liter to its extended-cab full-sized pickups, including the D- and W-250 and 350 series. It is now available only in conventional cab models.

Last month, Chrysler also increased the gross combined weight rating of its five-speed manual-transmission-equipped Cummins pickups with the 4.10 axle ratio by 1,000 pounds to 17,000 pounds and upped their tow rating to 11,900 pounds.

Ford sold 90,400 7.3-liter diesel-equipped trucks in the 1990 model year, according to Woody Haines, Ford Truck Operations spokesman.

The diesel continues to account for about 12 percent of its combined F-series and Econoline sales.

Ford has no plans to use Cummins' engine for its light trucks.

Bob Hommel, manager of powertrain programs engineering for Ford Truck Operations, called Navistar "one of our best suppliers" and praised the quality levels of the 7.3-liter engine it supplies Ford as "outstanding."

Still, the 7.3 liter won't be updated in January for the new emissions standards. Instead, Ford will use a provision of the EPA's emissions regulation, which allows companies to draw on "banked credits" for exceeding previous standards to meet the new ones.

The Navistar engine won't be certified to the new standard until January 1992, Hommel said.

Ford and Navistar also plan to bank diesel emission credits during 1992 and 1993 and to use them to meet tougher 1994 standards, Hommel said.

He felt the current 7.3 liter could have met the 1991 standards — but not with the kind of margin Ford officials wanted.

The company also wanted to tie certification to some horsepower and performance improvements it was making in the engine for 1992.

Ford, unlike GM, will continue to offer its 7.3 liter only in models with over 8,500 pounds gvw.

Hommel said whenever fuel costs jump "we wish we had (the diesel) in lighter-duty models," but he doesn't think the sales potential justifies it yet.

GM takes a contrary view and will sell diesels in all weight classes this fall in an all-out marketing drive. GM will introduce improved 6.5- liter turbo and non-turbocharged versions of its current 6.2-liter diesel, according to Ralph Treadway, director of light-duty vehicles for the Truck & Bus Group's Engineering Operations.

The diesels will be offered in under- and over-8,500 pound gvw pickups, vans and sport-utilities.

Chevrolet sales figures were unavailable, but GMC Truck sold 8,223 light-truck diesels in the 1990 model year. Its 1991 sales are up over a year ago, according to Spokeswoman Tracy Williams.

GM modified its 6.2 liter engine at the onset of the 1991 model year to meet the new standard, according to Steve Gaut, a spokesman for GM Engine Division.

Nov. brings no surge in luxury sales

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Luxury car makers are expecting a year-end increase in sales because of a Jan. 1 tax, but November yielded mixed results.

Dealers and importers said business picked up at month's end, and they expect a December rush as the deadline nears and more buyers become aware of the new tax.

BMW and Mercedes-Benz had healthy increases, even though overall car sales in the United States dropped 1.54 percent. Dealers said the luxury tax helped bring some undecided buyers off the fence.

But Jaguar Cars Inc. and Porsche Cars North America Inc. both saw a decline of about 20 percent in November sales.

Ironically, the two companies called attention to the tax in their national advertising, while BMW of North America Inc. and Mercedes-Benz of North America Inc. left beat-the-tax advertising up to their dealers.

"To me, the tax is a negative thing and I don't like advertising negatives," said John Jaffe, co-owner of BMW of Fairfax (Va.).

Nevertheless, Jaffe said he's running a print ad that says, "$00,000 Luxury Tax," reminding people that the days of zero luxury tax are running out.

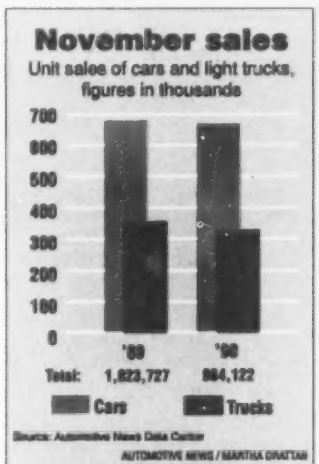
BMW sold 5,370 cars for the month, 5.5 percent above November 1989. For the BMW 7 series — whose 735i will absorb a $2,090 price hike once the government tacks on a 10 percent tax on the amount over $30,000 — sales rose 18.1 percent to 1,153 units. For the year to date, BMW's sales were down 6.0 percent to 56,784.

The luxury tax probably helped close some of those November sales, but dealers reported that BMW through Nov. 30 also had a dealer "support program" worth up to $5,000 per car on leftover 1990 7-series models.

Mercedes-Benz saw November sales rise 6.3 percent to 6,634.

Compared with the year-ago month, sales of the SL coupe/roadster more than doubled to 881, but the SL is a new model that could be expected to outsell one that was being discontinued. Also, a Mercedes spokesman said many of the SLs sold in November had been ordered far in advance and could not have been influenced by the luxury tax, which was passed in late October.

Sales of the Cadillac Allante fell 61 percent in November to 97 units. At $55,250, it is one of the few domestic models substantially over $30,000.



Deliveries drop

Combined sales of new cars and trucks totaled 984,122 units in November, a 3.87 percent dip from last November. **Story on Page 54.**

Ford seeks 1% price rollback from suppliers

By Al Fleming
INDUSTRY EDITOR

Ford Motor Co. is asking suppliers for a 1 percent price reduction starting Jan. 1 on components, material, machinery and equipment.

One reason is market incentives, which now cost an average $1,400 on each car sold, according to Clinton D. Lauer, vice president of purchasing and supply.

At a supplier conference in Dearborn, Mich., last week, Lauer said Ford's "variable marketing incentives" add up to 11 percent of company revenues compared to 6 percent at the start of the decade.

"Some U.S. suppliers don't seem as concerned about their cost base as I think they should be," Lauer said. "I'd suggest that they benchmark their productivity and cost against world-class competitors to see where they really stand."

Vendors said they would be less chagrined by Ford's action if the automaker passed along the supplier price reduction to consumers in the form of retail price cuts, which might boost vehicle sales.

Meanwhile, Ford has commissioned an independent research firm to conduct an in-depth survey of 1,200 to 1,500 of its suppliers to determine their feelings about dealing with Ford. Ford expects to see the results early in 1991.

Correction

A table in the Nov. 5 issue listing Canadian model year production by province contained incorrect totals for Ontario and Quebec car output. The correct totals are: Ontario, 870,752, and Quebec, 135,404.

Japanese, Big 3 will compete next for design talent

Second of two parts

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

Al Palma, 26, went to work last year for Toyota Motor Co. as a vehicle designer.

A recent graduate of the Art Center College of Design in Pasadena, Calif., Palma mulled over the career question that more and more young automotive professionals will face in coming decades: whether to go to work for a Big 3 American automaker in Detroit, or whether to work for the Japanese.

"I talked to General Motors," says Palma who ended up doing a four-month GM internship before going to Toyota's California vehicle design studio. "I didn't think about whether I would end up with a domestic company or a Japanese company. To me it was all design."

Half of the graduates of the nation's two leading automotive design schools — the Art Center and the Center for Creative Studies in Detroit — now opt for jobs with the Japanese, according to program directors at the schools. A decade ago, the Big 3 had their pick of design and engineering graduates across the country.

> "I didn't think whether I would end up with a domestic company or a Japanese company. To me it was all design."
> **Al Palma**
> Toyota vehicle designer

Not only are the Japanese battering away at the Big 3's market positions — now, faced with the construction of large new Japanese technical centers in Michigan, Ohio and California, the Big 3 have to compete for the engineers, designers and computer science technicians who represent their future.

In the short run, the big American companies continue to attract and keep their share of good engineers and designers from the top

see TECHNICIANS, page 51

Vitulli and Runkle slated to address World Congress

DETROIT — Clark J. Vitulli, senior vice president and chief operating officer of Mazda Motor of America Inc., and Donald L. Runkle, General Motors vice president, advanced engineering staff, will address next month's Automotive News World Congress.

Vitulli

Runkle

The 15th Automotive News World Congress, staged in conjunction with the North American International Auto Show, will be held Sunday, Jan. 13 through Wednesday morning, Jan. 16 at the Westin Hotel in Detroit. Attendees will hear from more than 30 leaders of the auto industry.

Vitulli will join William Hoglund, GM executive vice president, Automotive Components Group and Power Products and Defense Operations Group, in speaking Monday evening, Jan. 14. Runkle will join Ernest Lofton, UAW vice president, in addressing the Tuesday morning session. Hoglund and Lofton have been profiled previously.

Prior to joining Mazda, Vitulli spent 21 years at Chrysler Corp. He joined Chrysler in 1969 as a district sales manager. After holding several zone and regional management positions, he was appointed general marketing manager of Chrysler Division in 1987, a position he held until leaving for Mazda in November 1989.

At Mazda, Vitulli is responsible for overseeing sales, service, parts, logistics, public relations, information systems, human resources, product planning and marketing.

Runkle has been vice president of GM's advanced engineering staff since June 1988. He is responsible for advanced product engineering, advanced manufacturing engineering and artificial intelligence.

Runkle joined GM in 1968 as an analytical engineer at Chevrolet. While with Chevrolet, he was director of passenger car planning

see SPEAKERS, page 11

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The Range Rover: it's a car, it's a truck, and it's a multi-purpose vehicle according to various government agencies' definitions of four-door sport-utilities.

Range Rover identity crisis may end in luxury tax loophole

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

Range Rover of North America Inc. is hoping there's a loophole in the new luxury tax big enough to drive one of its sport-utilities through.

The company might avoid the new tax if the Internal Revenue Service classifies the Range Rover as a truck. Ironically, the company lobbied successfully two years ago to have four-door sport-utilities classified as passenger cars by the Treasury Department so it could escape a 25 percent tariff on imported trucks.

After Dec. 31, the government is imposing a 10 percent tax on the amount of a car transaction that exceeds $30,000. The luxury tax would add about $1,300 to the price of a Range Rover, which lists for $42,975.

Range Rover spokesman William E. Baker said the company assumes it will be included in the new tax. "But we just don't know."

That's because the Internal Revenue Service hasn't yet defined what is a car and what is a truck for the purpose of applying the luxury tax.

Also, the gross vehicle weight of the Range Rover almost exactly coincides with a 6,000-pound cutoff on trucks that could determine whether it is taxable.

According to a preliminary notice from the IRS, the new luxury tax applies to trucks and vans — but only if they have a "maximum loaded weight of 6,000 pounds or less." The maximum loaded weight, or gvw, is the weight of the vehicle plus passengers and a maximum cargo load.

Range Rover's gross vehicle weight is 5,997 pounds. If the IRS decides that a Range Rover is a truck, the company could fatten the vehicle by three pounds and avoid the tax.

On the other hand, it appears certain that the Range Rover will be taxed if it is classified as a passenger car. The IRS said the tax applies to passenger vehicles having an "unloaded weight of 6,000 pounds or less." The Range Rover's unloaded weight, or curb weight, is 4,401 pounds. Curb weight is the weight of the vehicle with a full tank of gas and other required fluids but no passengers or cargo.

In early 1989, the U.S. Customs Service threatened to reclassify some multipurpose vehicles, including Range Rover, as imported trucks subject to a 25 percent duty. At that time, Range Rover insisted its sport-utility was primarily designed to carry passengers, so it shouldn't be classified as a truck.

The Treasury Department ruled that four-door sport-utilities, such as Range Rover, would be classified as passenger cars, while two-doors would be subject to the 25 percent tariff.

Other government definitions aren't much help in predicting how the IRS will define the Range Rover.

The EPA defines the Range Rover as a light truck for the purpose of determining Range Rover's corporate average fuel economy.

And the Department of Transportation defines the Range Rover as a multi-purpose vehicle in determining that Range Rover is not obliged to meet passenger-car safety requirements.

Edward Madden, an IRS attorney working on the tax regulations, said it is possible for different federal agencies to define the same vehicle in different ways for different purposes.

He said last week the IRS was trying to finish the rules for filing and collecting the new luxury tax before Jan. 1. Further details will probably be published after Jan. 1, he said.

Worldly Land Rover hits hot sales roll

By Richard Feast
SPECIAL CORRESPONDENT

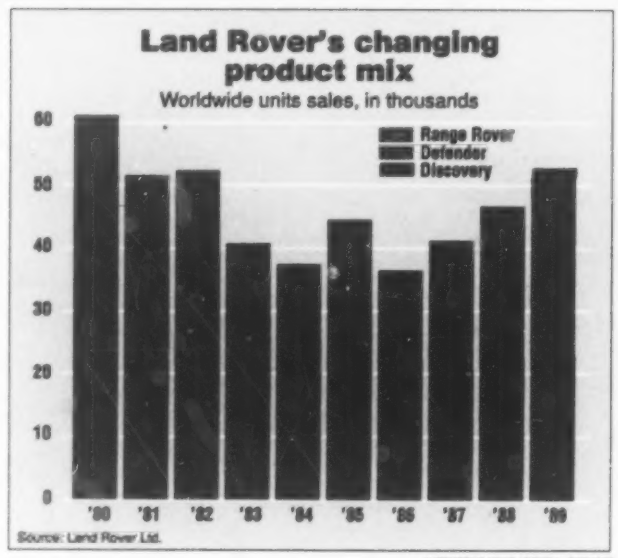
SOLIHULL, England — It's easy to overlook Land Rover Ltd. on the world automotive stage, especially in North America, where the company sells only a small slice of its annual production.

But Land Rover, a subsidiary of British Aerospace PLC's Rover Group unit, is on a roll that many of the world's bigger companies might envy.

The company will sell 68,000 of its rugged four-wheel-drive vehicles this year, up a stunning 30 percent over 1989 and a company record. Three out of every four produced will be exported to buyers willing to wait months for delivery.

And while Land Rover's volume has remained relatively flat over the past decade, its mix of sales has moved steadily upscale, from basic military versions of the Defender (formerly the Land Rover) to the high-margin, semi-luxurious Range Rover.

How far? In 1980, 85 percent of the company's sales were from the utilitarian Defender; last year, that figure had fallen to 44 percent.



AUTOMOTIVE NEWS / DAVID L. BURHANS

Christopher J.S. Woodwark, Land Rover's commercial director and a member of the Rover Group board, spells out the company's aim: "To be the world's best four-by-four by far."

Despite such claims, Woodwark rejects some analysts' criticisms that the company is so sure of its products that it does not pay any attention to the competition. "We're in no way

see ROVER, page 38

Car, truck sales off 3.87% in Nov.

Incentives buoy U.S-built cars; GM, Japanese makers fare best

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Plummeting sales in the final 10 days wiped out earlier gains and left November vehicle sales below the sluggish year-ago month, although one category — U.S.-built cars — did eke out a slight gain with the help of incentives.

Truck and imported car sales faltered and combined sales of cars and trucks totaled 984,122 units in November, a 3.87 percent drop from November 1989. Last year's figures were down 11.84 percent from 1988.

In addition to higher gasoline prices and fear of war breaking out in the Middle East, automotive forecaster Susan Jacobs cites other economic news which may be undermining sales.

"Real estate markets are eroding substantially," said Jacobs, president of Jacobs Automotive in Little Falls, N.J. A former forecaster for General Motors and BMW of North America Inc., she believes the economic uncertainty will also "make the luxury car market less recession proof" than usual.

Automakers delivered 660,986 cars in November, down 1.54 percent from the year-ago month. Sales of U.S.-built cars were up 2.01 percent as every domestic carmaker except Ford Motor Co. and Chrysler Corp. reported increases.

Ford's luxury Lincoln nameplate, which has been reporting sales increases for most of the year, sold 1,161 fewer cars last month. Sales of the Lincoln Mark VII were down 46.50 percent.

Imported car sales fell 9.88 percent. Truck sales of 323,136 were off 9.06 percent.

General Motors and Japanese carmakers fared the best last month.

GM sold 218,519 cars in November, 1,172 more units than last year, and its car market share rose to 33 percent from 32.4 percent. GM's Saturn Corp. sold 641 cars. Sales of the redesigned Buick Regal were up 107.57 percent to 8,444 units.

The Japanese, led by American Honda Motor Co. Inc. and Toyota Motor Sales U.S.A. Inc., saw their market share rise nine-tenths of a percentage point to 30.3 percent for the month.

American Honda, including its Acura division, sold 76,036 cars in November, trailing Ford and Chevrolet which sold 89,582 and 85,136 cars respectively.

The last 10 days of the month were especially bleak for U.S. carmakers. Only Honda and Mazda reported sales increases the final 10 days as total car sales of 152,332 fell 15.31 percent from the comparable period a year ago.

Year-to-date, combined car and truck sales total 12,918,198, down 4.64 percent from last year.

GM, Ford and Chrysler are trailing last year's figures; all of the transplant automakers are up in sales.

GM, Honda and Toyota are up in market share for the year, while Ford, Chrysler and Nissan are down.

With sales of 1,275,129, Chevrolet was the best selling car nameplate through the end of November, leading Ford by 39,061 units.

Ford led Chevrolet by 232,574 units in combined car and truck sales. Through Nov. 30, Ford had sold 2,716,133 vehicles.

Olds starts shipping new station wagons

The new Oldsmobile Custom Cruiser Wagon should be arriving in dealer showrooms now after company officials gave the go-ahead for shipments last week.

The 18-foot-long wagon had been held up because of "minor quality glitches" and temporary plant shutdowns.

Officials allowed the wagons to be shipped after they were convinced that quality problems were corrected, a spokeswoman said.

However, officials did not release the Cutlass Supreme Convertible as expected.

LIGHT-DUTY TRUCK SALES, NOVEMBER & YTD

	Nov. 1990	Nov. 1989	11 Mos. 1990	11 Mos. 1989
Vans	7,750	10,590	134,837	156,201
Aerostar	12,783	10,369	167,487	174,361
Club Wagon	1,428	1,975	19,208	23,688
Ranger	20,490	25,530	262,887	262,765
Bronco	2,452	5,283	44,475	57,677
Bronco II Explorer	19,053	8,721	162,151	101,101
Pickups	32,717	39,687	491,204	526,952
Ford	**96,673**	**102,155**	**1,282,249**	**1,302,745**
Vans	6,434	6,950	94,260	109,913
Sportsvan	459	849	7,855	9,459
Geo Tracker	2,799	1,441	32,021	9,952
Astro	8,222	9,071	113,142	135,995
Lumina APV	3,628	3,119	59,921	4,927
S-10	15,397	16,336	197,715	215,488
S-10 Blazer	10,879	14,218	136,769	166,793
Blazer	842	1,916	15,066	20,904
Suburban	3,410	4,842	51,274	60,338
Pickups	33,058	34,622	451,713	487,632
Chevrolet	**85,128**	**93,364**	**1,159,736**	**1,221,401**
Pontiac Trans Sport	**1,796**	**1,104**	**27,992**	**1,963**
Olds Silhouette	**1,636**	**886**	**23,948**	**1,196**
Vans	2,879	4,193	50,982	63,911
Ram Wagon	913	1,545	19,774	22,417
Voyager	13,146	13,142	157,962	167,265
Caravan	16,057	16,420	178,814	186,102
Caravan C/V	461	706	10,058	12,555
Town & Country	186	288	2,593	1,567
Ram 50	739	2,000	11,084	27,491
Raider	0	769	1,092	8,985
Ramcharger	501	1,246	9,886	17,906
Dakota	5,091	7,234	69,930	83,225
Pickups	5,235	8,759	82,609	82,644
Chrysler	**45,208**	**56,302**	**594,811**	**674,068**
Vans	2,202	2,559	33,641	38,165
Safari	2,445	2,061	31,823	29,790
S-15 Sonoma	3,514	3,762	42,659	48,172
S-15 Jimmy	2,509	3,586	33,961	40,688
Jimmy	268	599	4,388	6,120
Suburban	1,523	2,025	22,097	21,511
Pickups	10,004	9,675	129,497	138,907
P Model	131	228	2,415	3,470
W-4	93	107	1,183	1,258
GMC	**22,689**	**24,602**	**301,664**	**328,081**
Wrangler	3,127	3,526	47,199	47,935
Wagoneer	403	547	3,429	6,086
Cherokee	9,985	11,927	116,068	145,054
Grand Wagoneer	348	854	5,830	9,939
Comanche	607	1,766	11,677	23,843
Jeep	**14,470**	**18,620**	**184,203**	**232,857**
Daihatsu	**194**	**0**	**4,161**	**0**
Pickup*	4,529	4,018	43,189	42,426
Amigo	544	628	9,317	5,780
Trooper	2,335	5,002	39,429	44,798
Rodeo	1,294	0	4,464	0
Isuzu	**8,702**	**8,169**	**96,399**	**81,649**
Pickup	4,521	5,248	73,400	73,837
MPV	3,890	3,285	39,376	33,901
Navajo	829	0	2,351	0
Mazda	**9,240**	**8,533**	**115,127**	**107,738**
Pickup	1,688	1,463	23,169	21,856
Montero	2,206	1,907	13,358	11,699
Van	29	28	721	878
Mitsubishi	**3,923**	**3,398**	**37,248**	**34,433**
Pickup*	7,268	12,817	125,400	123,104
Pathfinder	3,047	1,274	29,641	15,242
Axxess	501	1,361	7,461	8,547
Van	2	34		3,379
Hawaii	0	147	1,[illegible]	1,534
Nissan	**10,818**	**12,302**	**164,3[illegible]**	**155,282**
Range Rover	**388**	**169**	**4,057**	**2,983**
Samuari	374	522	5,307	18,509
Sidekick*	739	601	7,754	4,612
Suzuki	**1,113**	**1,123**	**13,061**	**23,121**
Pickups	12,803	14,389	168,110	192,123
Previa	3,634	370	38,312	4,332
4 Runner	3,647	6,113	44,686	39,717
Land Cruiser	654	368	5,415	4,747
Van	0	113	232	5,290
Toyota	**20,738**	**21,353**	**256,755**	**246,209**
Volkswagen	**420**	**336**	**6,276**	**4,784**
Industry Total	**323,136**	**352,416**	**4,271,986**	**4,418,518**

*Includes domestic vehicles †Includes imported Tracker

Sales charts compiled by Karen Detkowski

DOMESTIC CAR SALES, NOVEMBER & YTD

	Nov. 21, to Nov. 30, 1990	Same Period* 1989	Nov. 1990	Same Month, 1989	Jan. 1 to Nov. 30, 1990	Same Period, 1989
Summit	169	0	436	0	825	0
Talon	884	597	2,422	1,574	27,688	6,413
Premier	325	397	1,048	1,243	18,157	39,309
Total Eagle	**1,378**	**994**	**3,906**	**2,817**	**44,142**	**43,899**
Horizon	39	612	111	1,959	11,843	38,006
Laser	854	758	2,263	2,136	38,434	18,563
Sundance	2,467	2,179	6,080	6,246	60,054	80,201
Reliant	0	389	0	1,155	2,371	31,845
Acclaim	3,140	3,032	10,198	9,383	101,092	85,364
Caravelle	0	0	0	0	0	733
Gran Fury	0	0	0	0	0	1,443
Total Plymouth	**6,500**	**6,970**	**18,652**	**20,879**	**213,794**	**256,156**
LeBaron A	492	0	1,474	0	28,634	787
LeBaron J	878	1,381	3,131	4,126	54,626	78,794
LeBaron GTS	0	61	0	166	1,544	4,428
Fifth Avenue (rwd)	0	65	0	205	740	11,220
Fifth Avenue (fwd)	1,089	1,207	3,541	3,217	35,035	8,673
Imperial	333	244	1,299	777	11,789	777
New Yorker C	497	986	1,513	2,646	37,917	71,176
New Yorker E	0	0	0	0	0	237
Total Chrysler	**3,289**	**3,944**	**10,[illegible]**	**11,138**	**170,285**	**176,092**
Omni	32	627	119	1,857	11,697	38,697
Shadow	2,613	2,402	6,595	7,223	67,634	77,146
Monaco	484	0	990	0	11,801	0
Daytona	622	1,102	1,947	2,786	32,853	61,225
Aries	0	319	0	977	1,915	30,751
Lancer	0	47	0	142	1,081	3,029
Spirit	2,290	2,854	7,646	7,645	83,249	70,009
Diplomat	0	0	0	0	0	2,551
Dynasty	3,224	3,393	10,854	8,141	97,485	101,456
Dodge 600	0	0	0	0	0	808
Total Dodge	**9,265**	**10,744**	**28,151**	**28,771**	**307,715**	**385,672**
CHRYSLER MOTORS	**20,432**	**22,652**	**61,667**	**63,605**	**735,936**	**861,818**
Escort	5,294	6,888	21,977	18,536	269,695	315,393
Mustang	2,035	2,910	11,055	9,043	117,826	154,288
Tempo	2,529	4,946	10,454	14,658	201,156	212,654
Taurus	5,786	8,783	21,967	23,731	289,949	323,611
Thunderbird	1,745	2,513	8,627	7,315	99,947	115,121
Probe	927	3,302	3,338	8,832	99,755	126,157
Crown Victoria	2,741	2,055	9,220	5,795	107,612	100,939
Total Ford Div.	**21,059**	**31,397**	**86,638**	**87,910**	**1,185,940**	**1,348,163**
Topaz	825	1,842	3,084	4,927	66,385	80,031
Sable	1,710	2,298	6,613	6,802	90,633	104,043
Cougar	1,291	2,042	4,426	5,607	71,089	94,978
Grand Marquis	1,604	2,441	6,528	6,739	82,388	104,616
Total Mercury	**5,430**	**8,623**	**20,651**	**24,075**	**324,291**	**383,668**
Continental	1,982	1,451	5,929	5,097	57,341	52,052
Town Car	2,200	4,123	10,291	11,626	134,048	109,768
Mark VII	233	462	757	1,415	19,321	23,516
Total Lincoln	**4,415**	**6,036**	**16,977**	**18,138**	**210,710**	**185,336**
Total L-M Div.	**9,845**	**14,929**	**37,628**	**42,213**	**535,001**	**569,004**
FORD MOTOR CO.	**30,904**	**46,056**	**124,266**	**130,123**	**1,720,941**	**1,917,167**
Skyhawk	0	119	0	357	827	16,228
Somerset/Skylark	1,834	2,040	5,162	4,619	85,830	58,996
Century	3,326	4,571	8,512	9,859	104,798	123,632
Regal	3,157	1,496	8,444	4,068	82,835	71,818
LeSabre	3,724	4,633	10,073	11,309	143,367	137,160
Reatta	126	178	448	642	6,188	7,624
Electra/Park Ave.	2,313	2,164	7,346	5,268	56,974	72,969
Riviera	398	691	1,226	1,519	18,895	17,820
Total Buick	**14,878**	**15,892**	**41,211**	**37,641**	**499,714**	**506,247**
Cimarron	0	0	0	0	0	240
Allante	97	90	259	248	3,107	3,130
Seville	538	836	1,491	2,114	30,438	20,707
DeVille	4,486	5,541	13,657	13,230	151,649	159,886
Brougham	885	1,934	2,630	4,685	30,915	35,890
Eldorado	546	808	1,692	2,022	21,023	28,324
Total Cadillac	**6,552**	**9,209**	**19,729**	**22,299**	**237,132**	**248,177**
Geo Metro	2,583	0	8,652	0	43,546	0
Geo Prizm/Nova	2,042	2,973	6,790	7,838	100,128	78,421
Cavalier	6,535	6,576	23,349	18,770	273,571	273,489
Camaro	944	1,386	3,809	4,313	74,828	92,098
Celebrity	83	827	298	2,465	28,119	139,695
Corsica/Beretta	3,265	5,321	14,192	15,110	264,153	311,202
Lumina/Monte Carlo	3,862	5,022	13,912	15,447	204,245	95,307
Caprice	1,711	2,488	6,607	7,393	145,608	141,882
Corvette	435	658	1,572	1,785	20,797	22,297
Total Chevrolet	**21,460**	**25,251**	**79,181**	**73,121**	**1,154,995**	**1,154,391**
Firenza	0	0	0	0	0	12
Calais	1,904	2,261	6,702	6,524	93,641	89,515
Cutlass Ciera	2,077	3,227	7,554	8,500	126,110	183,421
Cutlass Supreme	2,175	2,548	8,177	6,752	102,844	91,582
88	1,608	3,392	5,801	8,203	93,232	130,460
98	882	1,623	2,975	4,173	44,215	62,248
Toronado	286	624	871	1,280	13,392	9,005
Total Oldsmobile	**8,932**	**13,675**	**32,080**	**35,432**	**473,434**	**566,243**
Fiero	0	0	0	0	0	1,961
Sunbird	3,580	2,052	9,660	6,358	113,051	94,047
Firebird	678	840	1,836	2,388	37,130	52,978
Grand Am	4,893	4,861	13,276	12,829	191,184	188,926
Pontiac 6000	541	1,192	2,323	3,596	45,269	63,613
Grand Prix	1,513	3,240	6,392	7,971	109,254	106,582
Bonneville H	1,324	2,156	4,896	5,561	63,681	82,573
Safari/Parisienne	0	17	0	76	0	3,823
Total Pontiac	**12,329**	**14,358**	**38,383**	**38,779**	**559,569**	**594,503**
Total Saturn	**641**	**0**	**641**	**0**	**641**	**0**
GENERAL MOTORS	**64,792**	**78,385**	**211,225**	**207,272**	**2,925,485**	**3,069,561**
Civic	7,881	6,609	15,067	15,623	179,137	161,775
Accord	11,648	9,017	25,338	18,148	263,013	196,081
HONDA	**19,529**	**15,626**	**40,405**	**33,771**	**442,150**	**357,856**
MX-6	641	0	1,576	0	26,913	0
626	1,223	0	2,754	0	41,014	0
MAZDA	**1,864**	**1,608**	**4,330**	**3,116**	**71,038**	**37,871**
MITSUBISHI	**1,323**	**1,333**	**3,754**	**3,305**	**46,073**	**28,635**
NISSAN	**3,817**	**4,626**	**9,328**	**8,757**	**100,903**	**98,913**
Corolla	3,391	2,917	10,163	7,526	125,118	73,114
Camry	847	6,660	13,128	13,532	195,454	115,956
TOYOTA	**8,238**	**9,577**	**23,291**	**21,058**	**320,572**	**189,070**
SUBARU	**1,433**	**0**	**2,211**	**0**	**12,356**	**0**
DOMESTIC TOTAL	**152,332**	**179,863**	**480,477**	**471,007**	**6,375,454**	**6,560,891**
IMPORT TOTAL			**180,509**	**200,304**	**2,270,758**	**2,567,948**
INDUSTRY TOTAL			**660,986**	**671,311**	**8,646,212**	**9,128,839**

U.S. CAR SALES BY MARKETING UNITS

(Domestic totals include captive imports. Import totals include transplants and all corporate divisions.)

	Nov 1990	Nov 1989	Percent Share
Alfa Romeo	258	102	0.0
Aston Martin*	5	5	0.0
Am. Honda	76,036	65,672	11.5
BMW	5,424	5,140	0.8
Buick	41,211	37,641	6.2
Cadillac	19,729	22,299	3.0
Chevrolet	85,136	82,077	12.9
Chrysler	11,124	11,887	1.7
Daihatsu	503	1,522	0.1
Dodge	31,080	31,381	4.7
Eagle	4,397	3,881	0.7
Ferrari*	80	80	0.0
Ford	89,582	92,030	13.6
Hyundai	10,487	12,008	1.6
Isuzu	805	522	0.1
Jaguar	1,344	1,699	0.2
Lamborghini*	13	13	0.0
Lincoln	16,977	18,138	2.6
Lotus*	27	27	0.0
Maserati*	20	20	0.0
Mazda	15,599	16,807	2.4
Mercedes	6,694	6,297	1.0
Mercury	26,086	27,902	3.9
Mitsubishi	9,035	9,644	1.4
Nissan Motor	33,391	39,086	5.1
Oldsmobile	32,080	35,432	4.9
Peugeot	295	433	0.0
Plymouth	20,259	23,405	3.1
Pontiac	39,722	39,896	6.0
Porsche	634	797	0.1
Rolls/Bentley*	100	100	0.0
Saab	1,615	1,505	0.2
Saturn	641	0	0.1
Sterling	265	492	0.0
Subaru	7,907	8,544	1.2
Suzuki	431	397	0.1
Toyota Motor	56,388	55,253	8.5
Volvo	5,132	8,218	0.8
VWoA	9,970	10,202	1.5
Yugo	504	755	0.1
TOTAL	**660,986**	**671,311**	**100.0**
GM	**218,519**	**217,347**	**33.0**
FORD	**132,645**	**138,078**	**20.1**
CHRYSLER	**66,860**	**70,554**	**10.1**
JAPANESE	**200,095**	**197,447**	**30.3**
EUROPEAN	**32,380**	**35,885**	**4.9**
KOREAN	**10,487**	**12,008**	**1.6**

*Estimate. Big 3 totals include their captive imports.

ULTRADRIVE

FROM PAGE 1

ing from complete failure to minor electronics problems, have continued to plague the transaxle — although the rate of failure reported by the service and fleet managers steadily have declined during the past two years.

Warranty costs already have hit $250 million, according to sources close to the problem. Additional costs resulting from lost business and customer dissatisfaction are likely.

Last week, Clarence Ditlow, executive director of the Center for Auto Safety, asked Chrysler Chairman Lee Iacocca to recall 500,000 cars and minivans equipped with the A604 transaxle.

"Ultradrive's dismal showing in its first two years on the road earns it the dubious distinction of the world's most defective transmission," wrote Ditlow in a letter to Iacocca.

Chrysler said Ditlow's statements regarding the quality, reliability and safety of the Ultradrive transaxle are "grossly exaggerated" and "totally irresponsible."

But service managers at top-selling Chrysler and Dodge stores and fleet managers for corporations polled by *Automotive News* have estimated very early failure rates as high as 25 percent.

"Most of our problems were a hard fail (100 percent failure)," said a technician who works on the vehicle fleet for a major corporation. "And originally, Chrysler was holding us up on the repair costs. To me, it seemed that of the first batch of these transmissions, most of them had some kind of problem."

A service manager at a Florida dealership put the range of Ultradrive repair costs between $300 for "swapping an electronic module" to $1,000 for "an eight-hour overhaul."

Chrysler has refused to reveal the actual number of failures where transmissions were repaired but not replaced, but admits to replacing transaxles in 19,000 vehicles.

The affected vehicles are those that paired the company's V-6 engines with the four-speed automatic transaxles. These include the Plymouth Grand Voyager, Dodge Grand Caravan, Plymouth Voyager LE, Dodge Caravan LE, Chrysler New Yorker and Dodge Dynasty.

Although Chrysler's Plymouth Acclaim and Dodge Spirit also feature the Ultradrive, they received later upgraded versions of the transaxle — which are said to be less trouble-prone.

"The news is not that we've had trouble with this transmission," said Tony Cervone, a Chrysler spokesman. "It's that Clarence Ditlow says we're having problems. We've owned up to the problems on that transmission. I mean this thing has been under a microscope."

The real rub seems to be in determining the magnitude of the problem. Chris Theodore, executive engineer for powertrain engineering, said last week that Chrysler had completely replaced 19,000 of the roughly one million transmissions installed as of September this year. And, according to Theodore, the replacement rate was roughly 3.8 percent in 1989 models and 0.8 percent in 1990 models.

Chrysler insists it's already in the process of smoothing the ruffled feathers of inconvenienced Ultradrive customers with free repairs — a $100 deductible has been unofficially waived — and loaner vehicles. And that seems to be born out by conversations with service people.

"No, they're not giving customers a hard time about repairs," said a service manager from a Maryland dealership. "We're giving them loaner cars and taking care of them. All the guy had to do was squawk a bit."

Chrysler's Theodore said after February, the transmissions came with a modified "dual-vented seal ring." And that fix was largely responsible for the sharp fall-off in problems. Earlier transmissions could be made reliable with a "kit" of parts that included a front-pump seal, a new reaction shaft and "miscellaneous" seals.

IMPORTED CAR SALES, NOVEMBER & YTD

	Nov 1990	Nov 1989	11 Mos. 1990	11 Mos. 1989
Acura	8,307	10,632	128,421	132,204
Alfa Romeo	258	102	3,175	2,749
Aston Martin*	5	5	55	55
Audi	1,279	1,409	19,757	19,393
BMW	5,424	5,140	56,784	60,418
Chevrolet/Geo	5,955	8,956	120,134	107,767
Chrysler	166	749	4,037	7,248
Daihatsu	503	1,522	10,066	13,903
Dodge	2,929	2,610	24,062	34,991
Eagle	491	1,064	12,462	22,191
Ferrari*	80	80	880	880
Ford	2,944	4,120	50,128	65,225
Honda	27,324	21,269	234,831	231,234
Hyundai	10,437	12,008	124,415	172,713
Infiniti	2,778	0	20,877	0
Isuzu	805	522	5,175	15,689
Jaguar	1,344	1,699	16,524	17,088
Lamborghini*	13	13	143	143
Lexus	5,847	3,787	56,791	11,757
Lotus*	27	27	297	297
Maserati*	20	20	220	237
Mazda	11,269	13,691	143,591	171,178
Mercedes-Benz	6,694	6,297	69,217	68,601
Mercury	5,435	3,827	40,605	64,705
Mitsubishi	5,281	6,339	93,266	69,058
Nissan	21,285	30,329	294,381	375,207
Peugeot	295	433	3,943	5,621
Plymouth	1,607	2,526	20,095	32,880
Pontiac	1,339	1,119	37,291	43,724
Porsche	634	797	8,339	8,817
Rolls/Bentley*	100	100	1,100	1,100
Saab	1,615	1,505	24,250	30,132
Sterling	265	492	3,708	5,546
Subaru	5,696	8,544	88,193	128,465
Suzuki	431	397	6,246	5,703
Toyota	27,250	30,408	335,269	414,002
Volkswagen	8,691	8,793	121,987	120,357
Volvo	5,132	8,218	83,934	96,722
Yugo	504	755	6,109	9,948
TOTAL	**180,509**	**200,304**	**2,270,758**	**2,567,948**

*Estimate

DOMESTIC Market Shares

	November Sales	Pct. of Total
Subcompact	78,660	16.37
Compact	140,181	29.18
Intermediate	174,493	36.32
Standard	84,864	17.66
Specialty	2,279	0.47
TOTAL	480,477	100.00

U.S. CAR AND LIGHT-TRUCK SALES, 11 MONTHS — 1990 vs. 1989 (ranked by car and light-truck total sales)

Company	Car Sales 1990	Car Sales 1989	1990 Share	1989 Share	Truck Sales 1990	Truck Sales 1989	1990 Share	1989 Share	Car & Truck Totals 1990	Car & Truck Totals 1989	% Share of Total Car & Truck Market 1990	% Share of Total Car & Truck Market 1989	Changes Share (Points)	Changes Sales (Percent)
Ford	1,236,068	1,413,388	14.3	15.5	1,282,249	1,302,745	30.0	29.5	2,518,317	2,716,133	19.5	20.0	-0.6	-7.3
Chevrolet	1,275,129	1,262,158	14.7	13.8	1,159,736	1,221,401	27.1	27.6	2,434,865	2,483,559	18.8	18.3	0.5	-2.0
Toyota	655,841	603,072	7.6	6.6	256,755	246,209	6.0	5.6	912,596	849,281	7.1	6.3	0.8	7.5
Dodge	331,777	420,663	3.8	4.6	434,256	505,236	10.2	11.4	766,033	925,899	5.9	6.8	-0.9	-17.3
Honda	676,981	589,090	7.8	6.5	—	—	—	—	676,981	589,090	5.2	4.3	0.9	14.9
Pontiac	596,860	638,227	6.9	7.0	27,992	1,963	0.7	0.0	624,852	640,190	4.8	4.7	0.1	-2.4
Nissan	395,284	474,120	4.6	5.2	164,307	155,282	3.8	3.5	559,591	629,402	4.3	4.6	-0.3	-11.1
Buick	499,714	506,247	5.8	5.5	—	—	—	—	499,714	506,247	3.9	3.7	0.1	-1.3
Oldsmobile	473,434	566,243	5.5	6.2	23,940	1,196	0.6	0.0	497,374	567,439	3.9	4.2	-0.3	-12.3
Plymouth	233,889	289,035	2.7	3.2	157,962	167,265	3.7	3.8	391,851	456,300	3.0	3.4	-0.3	-14.1
Mercury	364,896	448,373	4.2	4.9	—	—	—	—	364,896	448,373	2.8	3.3	-0.5	-18.6
Mazda	214,629	209,049	2.5	2.3	115,127	107,738	2.7	2.4	329,756	316,787	2.6	2.3	0.2	4.1
GMC	—	—	0.0	0.0	301,664	328,081	7.1	7.4	301,664	328,081	2.3	2.4	-0.1	-8.1
Cadillac	237,132	248,177	2.7	2.7	—	—	—	—	327,132	248,177	1.8	1.8	0.0	-4.5
Lincoln	210,710	185,336	2.4	2.0	—	—	—	—	210,710	185,336	1.6	1.4	0.3	13.7
Jeep	—	—	0.0	0.0	184,203	232,857	4.3	5.3	184,203	232,857	1.4	1.7	-0.3	-20.9
Chrysler	174,322	183,340	2.0	2.0	2,593	1,567	0.1	0.0	176,915	184,907	1.4	1.4	0.0	-4.3
Mitsubishi	139,339	97,693	1.6	1.1	37,248	34,433	0.9	0.8	176,587	132,126	1.4	1.0	0.4	33.7
Acura	128,421	132,204	1.5	1.4	—	—	—	—	128,421	132,204	1.0	1.0	0.0	-2.9
Volkswagon	121,987	120,357	1.4	1.3	6,276	4,784	0.1	0.1	128,263	125,141	1.0	0.9	0.1	2.5
Hyundai	124,415	172,713	1.4	1.9	—	—	—	—	124,415	172,713	1.0	1.3	-0.3	-28.0
Isuzu	5,175	15,689	0.1	0.2	96,399	81,649	2.3	1.8	101,574	97,338	0.8	0.7	0.1	4.4
Subaru	100,549	128,465	1.2	1.4	—	—	—	—	100,543	128,465	0.8	0.9	-0.2	-21.7
Volvo	83,934	96,722	1.0	1.1	—	—	—	—	83,934	96,722	0.6	0.7	-0.1	-13.2
Mercedes-Benz	69,217	68,601	0.8	0.8	—	—	—	—	69,217	68,601	0.5	0.5	0.0	0.9
Lexus	56,791	11,757	0.7	0.1	—	—	—	—	56,791	11,757	0.4	0.1	0.4	0.0
BMW	56,784	60,418	0.7	0.7	—	—	—	—	56,784	60,418	0.4	0.4	0.0	-6.0
Eagle	56,604	66,090	0.7	0.7	—	—	—	—	56,604	66,090	0.4	0.5	0.0	-14.4
Saab	24,250	30,132	0.3	0.3	—	—	—	—	24,250	30,132	0.2	0.2	0.0	-19.5
Infiniti	20,877	0	0.2	0.0	—	—	—	—	20,877	0	0.2	0.0	0.2	0.0
Audi	19,757	19,393	0.2	0.2	—	—	—	—	19,757	19,393	0.2	0.1	0.0	1.9
Suzuki	6,246	5,703	0.1	0.1	13,061	23,121	0.3	0.5	19,307	28,824	0.1	0.2	-0.1	-33.0
Jaguar	16,524	17,088	0.2	0.2	—	—	—	—	16,524	17,088	0.1	0.1	0.0	-3.3
Daihatsu	10,066	13,903	0.1	0.2	4,161	0	0.1	0.0	14,227	13,903	0.1	0.1	0.0	2.3
Porsche	8,339	8,817	0.1	0.1	—	—	—	—	8,339	8,817	0.1	0.1	0.0	-5.4
Yugo	6,109	9,948	0.1	0.1	—	—	—	—	6,109	9,948	0.0	0.1	0.0	-38.6
Range Rover	—	—	0.0	0.0	4,057	2,983	0.1	0.1	4,057	2,983	0.0	0.0	0.0	36.0
Peugeot	3,943	5,621	0.0	0.1	—	—	—	—	3,943	5,621	0.0	0.0	0.0	-29.9
Sterling	3,708	5,546	0.0	0.1	—	—	—	—	3,708	5,546	0.0	0.0	0.0	-33.1
Alfa Romeo	3,175	2,749	0.0	0.0	—	—	—	—	3,175	2,749	0.0	0.0	0.0	15.5
Rolls/Bentley*	1,100	1,100	0.0	0.0	—	—	—	—	1,100	1,100	0.0	0.0	0.0	0.0
Ferrari*	880	880	0.0	0.0	—	—	—	—	880	880	0.0	0.0	0.0	0.0
Saturn	641	0	0.0	0.0	—	—	—	—	641	0	0.0	0.0	0.0	—
Lotus*	297	297	0.0	0.0	—	—	—	—	297	297	0.0	0.0	0.0	0.0
Maserati	220	237	0.0	0.0	—	—	—	—	220	237	0.0	0.0	0.0	-7.2
Lamborghini*	143	143	0.0	0.0	—	—	—	—	143	143	0.0	0.0	0.0	0.0
Aston Martin*	55	55	0.0	0.0	—	—	—	—	55	55	0.0	0.0	0.0	0.0
TOTAL	**8,646,212**	**9,128,839**	**100.0**	**100.0**	**4,271,986**	**4,418,510**	**100.0**	**100.0**	**12,918,198**	**13,547,349**	**100.0**	**100.0**	—	**-4.6**
TOTAL BIG 3	**5,691,176**	**6,227,277**	**65.8**	**68.2**	**3,574,595**	**3,762,311**	**83.7**	**85.1**	**9,265,771**	**9,989,588**	**71.7**	**73.7**	**-2.0**	**-7.2**
TOTAL EUROPE	**420,422**	**448,104**	**4.9**	**4.9**	**10,333**	**7,767**	**0.2**	**0.2**	**407,146**	**425,739**	**3.2**	**3.1**	**0.0**	**-4.4**
TOTAL JAPAN	**2,410,199**	**2,280,745**	**27.9**	**25.0**	**687,058**	**648,432**	**16.1**	**14.7**	**3,097,257**	**2,929,177**	**24.0**	**21.6**	**2.4**	**5.7**
GM	3,082,910	3,221,052	35.7	35.3	1,513,332	1,552,641	35.4	35.1	4,596,242	4,773,693	35.6	35.2	0.3	-3.7
Ford	1,811,674	2,047,097	21.0	22.4	1,282,249	1,302,745	30.0	29.5	3,093,923	3,349,842	24.0	24.7	-0.8	-7.6
Chrysler	796,592	959,128	9.2	10.5	779,014	906,925	18.2	20.5	1,575,606	1,866,053	12.2	13.8	-1.6	-15.6
Honda/Acura	805,402	721,294	9.3	7.9	0	0	0.0	0.0	805,402	721,294	6.2	5.3	0.9	11.7
Nissan/Infiniti	416,161	474,120	4.8	5.2	164,307	155,282	3.8	3.5	580,468	629,402	4.5	4.6	-0.2	-7.8
Toyota/Lexus	712,632	614,829	8.2	6.7	256,755	246,209	6.0	5.6	969,387	861,038	7.5	6.4	1.1	12.6
VW/Audi	141,744	139,750	1.6	1.5	6,276	4,784	0.1	0.1	148,020	144,534	1.1	1.1	0.1	2.4

*Estimate

GM group executive to retire Jan. 1

DETROIT — W. Blair Thompson, vice president and group executive in charge of General Motors' Automotive Components Group, is retiring Jan. 1, GM Chairman Robert C. Stempel announced.

Thompson, 62, guided the far-flung components group through a major reorganization and helped individual divisions focus their efforts, Stempel said.

Thompson, who was named to head the former Mechanical Components Group in 1984 and then the newly created Automotive Components Group in 1987, will not be replaced. His operations will report directly to GM Executive Vice President William E. Hoglund, GM said.

INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1989-90)		
Chrysler	$500-2,000	12/16
Town & Country	$1,000	12/16
Dodge cars	$1,000-2,500	12/16
Dodge trucks	$750-2,500	12/16
Eagle	$1,000-2,500	12/16
Jeep	$1,000-3,000	12/16
Plymouth	$1,000-1,300	12/16
Voyager	$1,000	12/16
Finance rate, in lieu of rebate, starts at 7.9 percent		
Chrysler Corp. (1991)		
Chrysler	$500-750	12/16
Dodge cars	$400-1,000	12/16
Dodge trucks	$500-750	12/16
Eagle	$400-500	12/16
Jeep	$500-3,000	12/16
Plymouth	$400-500	12/16
Minivans	$500 for owners of 1984-89 minivans	12/31
Ford Motor Co. (1990)		
Festiva	$700	12/11
Escort	$1,000	12/11
Ranger	$1,500	12/11
Lincoln	$1,500	12/11
Ford Motor Co. (1991)		
Ford cars	$500-750	12/11
Ford trucks	$500-1,000	12/11
Mercury	$500-750	12/11
Finance rate, in lieu of rebate, starts at 7.9 percent. Rebate on 1991 Crown Victoria expires Jan. 31, 1991.		
General Motors (1990)		
Buick Reatta*	$3,000	12/31
Other Buick*	$250-1,000	12/31
Cadillac	$1,200	1/7
Chevrolet Geo	$300-1,000	1/7
Other cars	$500-1,000	1/7
Geo Tracker	$1,000	1/7
Other trucks	$500-1,000	1/7
Oldsmobile	$1,500-2,500	1/7
Pontiac Bonneville, Grand Prix, Grand Am	$750-1,250	1/7
Other Pontiac	$500-1,000	12/12
*Based on option package selected. All makes except Cadillac offer cut-rate financing in lieu of rebates.		
General Motors (1991)		
Buick Reatta*	$3,000	1/7
Other Buick*	$250-1,000	1/7
Cadillac Brougham	$1,500	1/7
Chevrolet Geo	$300-500	1/7
Other cars	$500-1,000	1/7
Geo Tracker	$500-1,000	1/7
Other trucks	$500-1,000	1/7
Oldsmobile	$500-1,500	1/7
Pontiac Firebird**	$500-1,000	1/7
Other Pontiac	$500-750	1/7
*Based on option package selected. All makes except Cadillac offer cut-rate financing in lieu of rebates. **Firebird rebate is $1,000 in California only.		
Hyundai		
Excel (1990-91)	$500-1,500	1/3
Sonata (1990-91)	$1,500-2,000	1/3
Scoupe (1991)	$500	1/3
Jaguar (1990-91)	$5,000 for owners of 88 Jaguars	12/31
Mazda (1990)		
Cars	$750-1,500	1/3
Trucks	$1,000-1,250 plus free trim package	1/3
MPV	$886-1,246 discount on option packages	1/3
Subaru		
Justy (1990-91)	$500	1/3
Loyale (1991)	$300-1,050	1/3
Note: Some makers offer rebates to buyers of 1988 and 1989 models. Those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.		

Importers tweak rebates

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Two auto importers announced new or adjusted incentive programs last week.

American Suzuki Motor Corp.'s dealer program pays cashbacks ranging from $400 to $1,500, depending on model, on 1990-91 Swift and Sidekick models. The program gives the dealer the option of keeping the cash or passing it along to the customer.

The per-unit payments, which expire Feb. 4, are: 1990 Swift GT, $700; Swift GA/GL three- and four-door models with manual transmission, GLX five door, and GA/GL/GS with automatic transmission, $400; 1991 Swift GT, $500; Swift GA/GS three- and four-door models (all transmissions), $400; 1990 Sidekick JS/JX/JLX soft top, $1,000; and 1991 Sidekick JS/JL/JX two-door, $500.

Dealer incentives for vehicles produced at Suzuki's Canadian Automotive Manufacturing Inc. plant are: 1990 Sidekick JX/JLX soft top, $1,000; Sidekick JX hardtop, $1,500; and 1991 Sidekick JS/JL/JX soft top, $500.

Hyundai Motor of America's incentive program on 1990 and 1991 cars was adjusted to include higher payments on some models. The program, which ends Jan. 3, offers payments ranging from $500 to $2,000. The 1990 Excel L carries a rebate of $1,000; the GL/GS/GLS, $1,500; 1991 L model, $500; and GL/GS/GLS, $750.

Also, all 1990 Sonata models offer $2,000 rebates and all 1991 models carry $1,500 payments. The rebate on all 1991 Scoupes is $500.

INCENTIVE WATCH
DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1989-91)		
Cars & trucks	$250-1,000, quota	12/31
Ford Motor Co. (1990)		
Ford cars	$1,000-1,400	12/11
Taurus SHO	$3,000	12/11
Trucks	$1,100-1,500	12/11
Mercury	$1,000-1,500	12/11
Audi (1990)		
100 Series	$3,000	12/31
Isuzu (1990)		
Impulse	$1,500	12/31
Trooper	$1,700	12/31
Pickup	$1,700	12/31
Mitsubishi (1990-91)		
Mirage	$500-1,000	12/31
Other cars	$350-2,000, quota	12/31
Trucks	$350-2,000*	12/31
*Some truck rebates are based on quotas. Mitsubishi rebates vary by region.		
Nissan (1990)		
Sentra	$500-1,500	12/31
Stanza	$800-1,500, based on number sold	12/31
Maxima	$200-700, based on number sold	12/31
240SX	$1,000-2,000, based on number sold	12/31
Trucks	$1,200	12/31
Nissan (1991)		
Trucks	$400-800, based on number sold	1/4
Peugeot (1989)		
405	$2,500-3,500	None
Subaru		
Justy (1990-91)	$500	1/3
XT (1989-91)	$2,000	1/3
Loyale (1990)	$800-1,500, quota	1/3
Legacy (1990)	$1,500-2,000, quota	1/3
Legacy (1991)	$900-1,400, quota	1/3
Suzuki (1990)		
Swift	$400-700	2/4
Sidekick	$1,000-1,500	2/4
Suzuki (1991)		
Swift	$400-500	2/4
Sidekick	$500	2/4
Toyota (1989-91)		
Corolla, Camry	$200-1,100 quota	1/3
Trucks	$200-1,200 quota	1/3
Volkswagen (1990)		
Golf	$500	12/31
Fox	$500	None
Corrado	$1,500	None
Note: Some makers offer rebates to dealers on sales of 1988 and 1989 models. Most of those programs are omitted from this table because of the limited number of those vehicles still in dealers' hands.		

EUROPEANS

FROM PAGE 4

and industry executives agree that increased parts purchases in the United States is a far more likely proposition. Despite the importance of the U.S. market to their financial health, most European producers spend only a pittance there on components.

Despite selling nearly a third of its passenger-car output on the U.S. market, for example, the United States last year accounted for only about 1 percent of Volvo's total automotive-parts purchases — 137 million kronor (about $24 million). In contrast, the company spent a third of its 14 billion kronor (about $2.5 billion) parts budget in Germany and 8 percent in Japan.

Currently, less than 2 percent of Saab Automobile's component purchases are in dollars, compared with 46 percent in Swedish kronor and 33 percent in marks. But a new contract with U.S. seat supplier Lear Seating will raise that level to 11 percent within about two years, Saab says. Other deals under study could bring the dollar sourcing to 17 percent in the same time frame.

Porsche's Bohn, who also hinted recently that the company is eyeing U.S. assembly, also wants to buy more components in dollars.

But, "I don't think the world is ready for a Porsche from anywhere else but Germany," said Brian Bowler, president of Porsche Cars North America. "However, we would very much like to bring in more dollar content."

Bowler added that U.S. models might conceivably be fitted with add-on components, such as electronics, once shipped from Germany. But he said the trade-off for such "Americanization" would be added inventory costs.

A Mercedes-Benz spokesman said the automaker also is considering spending more on U.S.-made parts. Local assembly of the some 75,000 cars the company sells in the United States each year remains a "long-view" study, he said.

Mercedes-Benz purchased 11 percent of its components outside Germany in 1989, up from less than 9 percent in 1985, the company says. Still, U.S. purchases, not including the company's Freightliner subsidiary, have risen to only 215 million marks (about $144 million) last year from 110 million marks (about $74 million at today's exchange rates) in 1982.

DOMESTIC CARS, DAYS' SUPPLIES

	Dec. 1, 1990	Nov. 1, 1990	Dec. 1, 1989
Summit	165	458	—
Talon	107	103	81
Premier	71	53	210
Total Eagle	**104**	**104**	**138**
Horizon	135	111	104
Laser	157	117	148
Sundance	93	85	58
Reliant	—	—	70
Acclaim	68	52	75
Total Plymouth	**87**	**71**	**80**
LeBaron A	170	114	—
LeBaron J	111	71	154
LeBaron GTS	—	—	250
Fifth Avenue (rwd)	—	—	104
Fifth Avenue (fwd)	89	65	107
Imperial	86	65	92
New Yorker C	116	82	125
Total Chrysler	**110**	**76**	**130**
Omni	139	117	116
Shadow	88	78	46
Monaco	42	18	—
Daytona	156	96	152
Aries	—	—	68
Lancer	—	—	205
Spirit	82	59	82
Dynasty	45	45	59
Total Dodge	**73**	**60**	**76**
CHRYSLER MOTORS	**86**	**69**	**89**
Escort	93	70	146
Mustang	68	76	92
Tempo	99	59	91
Taurus	73	65	64
Thunderbird	77	85	98
Probe	208	158	132
Crown Victoria	60	52	106
Total Ford Div.	**85**	**71**	**101**
Topaz	117	78	112
Sable	73	53	92
Cougar	93	88	109
Grand Marquis	101	80	83
Total Mercury	**93**	**72**	**95**
Continental	37	62	61
Town Car	49	44	33
Mark VII	102	88	83
Total Lincoln	**47**	**51**	**45**
Total L-M Div.	**72**	**64**	**75**
FORD MOTOR CO.	**81**	**69**	**92**
Skyhawk	—	—	74
Somerset/Skylark	93	62	101
Century	65	61	94
Regal	85	81	160
LeSabre	87	74	70
Reatta	84	98	83
Electra/Park Ave.	66	69	101
Riviera	131	124	85
Total Buick	**80**	**72**	**95**
Allante	125	148	102
Seville	107	74	61
DeVille	63	57	76
Brougham	50	103	50
Eldorado	78	84	86
Total Cadillac	**66**	**68**	**70**
Geo Prizm/Nova	82	76	132
Cavalier	75	64	91
Camaro	116	115	146
Celebrity	76	77	109
Corsica/Beretta	100	81	138
Lumina/Monte Carlo	97	71	94
Caprice	174	124	76
Corvette	87	114	85
Total Chevrolet	**86**	**73**	**108**
Calais	80	64	87
Cutlass Ciera	75	52	83
Cutlass Supreme	72	48	156
88	126	108	104
98	71	95	90
Toronado	109	117	63
Total Oldsmobile	**85**	**67**	**103**
Sunbird	68	40	93
Firebird	185	166	155
Grand Am	88	96	86
Pontiac 6000	97	51	99
Grand Prix	101	77	120
Bonneville H	97	92	96
Safari/Parisienne	—	—	55
Total Pontiac	**92**	**73**	**101**
Total Saturn	**59**	**—**	**—**
GENERAL MOTORS	**84**	**71**	**99**
HONDA	**30**	**38**	**30**
MAZDA	**98**	**89**	**114**
MITSUBISHI	**117**	**109**	**67**
NISSAN	**57**	**49**	**96**
TOYOTA	**32**	**22**	**37**
SUBARU	**169**	**300**	**—**
DOMESTIC TOTAL	**77**	**66**	**88**
Subcompact	**51**	**47**	**62**
Compact	**94**	**74**	**78**
Intermediate	**80**	**69**	**99**
Standard	**83**	**74**	**78**
Specialty	**91**	**115**	**86**

Car inventory rises in Nov. to 76-day supply

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

The number of unsold new cars continued to mount in November, even as production was being cut back.

Most automakers also had suffered inventory increases in October. There were 2,005,207 unsold domestic and imported cars on Dec. 1, a 76-day supply, up sharply from a 66-day supply on Nov. 1.

The seven-year average of domestic and import stocks on Dec. 1 is 65 days.

Only three manufacturers that build in the United States were able to reduce their stockpiles — Honda, Mazda and Subaru.

The Big 3 and transplant carmakers had a 77-day supply of unsold cars on hand on Dec. 1, compared with a 66-day supply on Nov. 1.

Among the Big 3 carmakers, only Ford Motor Co.'s Lincoln nameplate and the Cadillac division of General Motors were able to reduce their inventories in November.

The Ford Probe, with a 208-day supply, had the largest stockpile among U.S.-built cars.

Inventories rose for all the Big 3 automakers. Mitsubishi Motor Sales of America Inc. had the highest days supply, rising from 85 at the end of October to 112 days. Subaru reported a 99-day supply.

Import inventories remained stable in November, with a combined 74-day supply on Dec. 1.

IMPORTED VEHICLES, DAYS' SUPPLIES

	Dec. 1, 1990	Nov. 1, 1990	Dec. 1, 1989
Car			
Chevrolet	168	132	122
Chrysler Motors	126	106	119
Dodge	70	76	—
Acura	63	48	61
Daihatsu	60	68	45
Honda	27	34	29
Infiniti	46	40	—
Isuzu	430	272	35
Lexus	13	17	27
Mazda	52	55	64
Mitsubishi	109	72	149
Nissan	92	84	86
Subaru	72	64	108
Suzuki	150	87	359
Toyota	41	35	46
JAPAN	**63**	**59**	**74**
Audi	183	121	143
BMW	81	70	73
Mercedes-Benz	40	38	35
Mercury	105	79	8
Porsche	77	75	87
Volkswagen†	152	124	116
GERMANY	**102**	**86**	**81**
Alfa Romeo	184	167	177
Ford	112	97	122
Hyundai	78	59	56
Jaguar	60	65	31
Peugeot	84	88	90
Pontiac	112	102	100
Eagle/Chrysler	186	58	116
Saab	79	63	76
Sterling	62	59	73
Volvo	134	136	53
Yugo	59	73	119
Other Countries	**96**	**85**	**89**
Total Import Cars	**74**	**73**	**74**
Truck			
Daihatsu	39	45	18
Geo Tracker*	90	92	185
Isuzu	129	111	83
Mazda*	67	63	64
Mitsubishi	48	137	77
Nissan*	70	74	39
Range Rover	73	66	37
Suzuki*	165	179	228
Toyota	35	29	44
Dodge	54	63	108
Total Imp. Trucks	**67**	**65**	**68**
Total Imp. Vehicles	**72**	**66**	**73**
†Includes cars built in Brazil and Mexico. *Includes Statistic vehicles.			

REBATES

FROM PAGE 1

general manager, and Ross Roberts, Lincoln-Mercury general manager, said the new dealer incentive program puts the marketing of cars and trucks back into the hands of Ford and Lincoln-Mercury dealers.

"Business has been tough . . . incentives have turned buying a car and truck into a fire sale event and we simply don't see any results from doing rebates," said Wagner, who added that Ford wants to make dealer incentives a permanent marketing change.

"The dealers have complained

Wagner

Roberts

that we have taken their marketing ability away from them," Wagner said.

Ford Division car sales are down 12.55 percent for the first 11 months of 1990. For the same period, Mercury sales are off 18.62 percent and Lincoln sales have increased 13.69 percent.

Ford and L-M dealers have urged the company to give them responsibility for marketing rebates. After positive results from test market programs using dealer-only incentives this summer and fall, Ford decided to make the shift.

However, the new program is not expected to reduce Ford's overall incentive costs, which have been running at about a $4 billion annual rate this year and cutting heavily into corporate profits.

Roberts said incentives will be "at the same level of expenditure" as before the program began.

"The Ford Motor Co. has wasted a whole lot of money on customer cash and we feel that that money could be better utilized going back into advertising and marketing programs that are much more effective," said Roberts.

Ford and Lincoln-Mercury also plan to make major changes to their advertising by eliminating the "fire sale" advertising of rebates and low financing in national spots. Instead more product specific ads and brand oriented ads will be used.

"There are so many of us screaming rebate (in automotive advertising) that the image isn't where it should be," said Roberts.

Ford and L-M's national advertising will promote product and image while dealer association advertising will promote national and dealer option packages.

Option packages and rebates will not be mentioned in national advertising, according to Ford officials. Mercury dealers will advertise double bonus discount option packages on Topaz, Cougar and Sable.

Each dealer advertising group will design its own marketing promotion around the new dealer incentive program. Additional advertising funds will be given to those dealer associations but the dealers will determine how the money will be spent.

The rebate program has sliding values based on volume. Most Ford dealers can earn up to $700 for each 1991 car and truck unit, while select small dealers receive a $545 per unit payment with no volume requirement.

For Mercury cars, most dealers can earn up to $750 per unit on 1991 Topaz, Sable and Cougar. Select small L-M dealers receive $545 per unit payment with no volume requirement.

There are no dealer rebates on 1991 Lincoln cars, except for owners of 1985-87 Cadillacs who want to trade in their $4,000 Cadillac owner retention certificate on a Lincoln.

Dealers can give the rebate amount to the customer or keep some of it for himself. Dealers will get 75 percent of their anticipated rebate money in three installments, on Dec. 25, Jan. 25 and Feb. 25.

In most of the country, the dealer incentive program does not cover Ford Escort, Festiva, Mercury Tracer and Ford Ranger models, which will have customer cash. Ford Motor Co. feels that buyers of those four vehicles are more income sensitive and need a customer rebate for a downpayment.

Sales person incentives — such as "spin and win" games — will be used occasionally as they are needed, according to Ford.

On eligible 1990 models, Ford Division and L-M will continue cash payments until Dec. 31, but will reduce dealer cash rebates on most 1990 models after Jan. 1, 1991.

Dealers selling to residents of California, Oregon, Washington, Alaska, Hawaii and select counties in Idaho can use only dealer cash.

PRODUCTION

U.S. CAR

	Week Ended Dec. 8, 1990	Week Ended Dec. 1, 1990	Nov. Total	Jan. 1 to Dec. 8, 1990	Jan. 1 to Dec. 9, 1989
Horizon	0	0	0	4,327	31,608
Sundance	2,300	2,172	7,253	85,315	96,929
Acclaim	2,900	3,121	12,193	114,471	122,056
Total Plymouth	**5,200**	**5,293**	**19,446**	**204,113**	**250,593**
LeBaron A	0	0	0	8,071	0
LeBaron J	0	1,522	4,536	48,958	90,888
LeBaron GTS	0	0	0	0	2,946
N. Yorker C-Class	200	460	1,101	34,062	73,134
Fifth Avenue	800	1,075	429	35,583	25,472
Imperial	300	459	1,815	18,485	4,568
Total Chrysler	**1,300**	**3,516**	**7,881**	**145,158**	**197,008**
Omni	0	0	0	4,078	33,545
Daytona	0	769	2,255	31,822	70,616
Shadow	2,400	2,619	7,120	93,072	98,611
Dynasty	2,400	3,005	12,704	116,104	126,588
Lancer	0	0	0	0	1,526
Spirit	2,400	2,372	9,621	100,465	105,419
Total Dodge	**7,200**	**8,765**	**31,700**	**345,541**	**436,307**
CHRYSLER MOTORS	**13,700**	**17,574**	**50,827**	**694,813**	**883,908**
Escort	0	0	18,015	234,181	329,784
Mustang	0	0	8,577	124,391	176,796
Tempo	3,068	3,135	9,241	122,050	140,745
Taurus	6,283	8,173	23,273	320,246	345,196
Thunderbird	1,338	1,320	3,897	105,046	129,937
Total Ford Div.	**10,689**	**12,628**	**63,003**	**905,914**	**1,122,458**
Topaz	1,325	1,155	3,027	45,778	63,979
Cougar	1,345	1,291	2,885	70,156	110,923
Sable	2,108	2,203	6,244	98,347	112,979
Total Mercury	**4,778**	**4,649**	**12,156**	**214,281**	**287,881**
Continental	1,164	1,168	4,457	56,241	62,148
Mark VII	200	219	774	17,615	20,352
Town Car	2,722	2,773	10,502	140,199	120,433
Total Lincoln	**4,086**	**4,160**	**15,733**	**214,055**	**202,933**
Total L-M Div.	**8,864**	**8,809**	**27,889**	**428,336**	**490,814**
FORD MOTOR CO.	**19,553**	**21,437**	**90,892**	**1,334,250**	**1,613,272**
Skyhawk	0	0	0	0	6,913
Skylark/Somerset	2,500	0	7,393	89,353	64,592
Century	1,495	1,765	3,158	63,699	118,941
Riviera	296	281	1,262	20,742	21,544
Electra/Park Ave.	2,826	0	4,127	59,807	76,104
LeSabre (fwd)	1,817	1,823	10,039	150,313	148,647
LeSabre (rwd)	0	0	36	4,022	7,609
Reatta	97	78	108	5,466	6,153
Total Buick	**9,831**	**3,947**	**26,123**	**393,402**	**458,583**
Eldorado	695	675	1,743	20,702	28,257
Seville	1,055	1,057	2,712	33,306	22,620
Brougham (rwd)	0	744	3,352	29,637	52,428
DeVille (fwd)	3,573	3,300	12,269	156,442	174,972
Allante	47	33	69	3,370	3,037
Total Cadillac	**5,370**	**5,809**	**20,145**	**243,457**	**281,314**
Cavalier	9,945	9,908	36,581	343,830	343,092
Camaro	1,963	0	851	68,703	96,451
Celebrity	0	0	0	0	70,720
Corsica/Beretta	6,160	6,154	16,651	266,929	350,620
Caprice	1,465	2,252	6,407	191,795	157,592
Corvette	480	455	1,363	22,161	24,090
Total Chevrolet	**20,013**	**18,788**	**61,853**	**893,418**	**1,042,565**
Calais	1,820	0	5,514	96,382	84,438
Cutlass Ciera	1,968	1,809	2,792	65,341	83,470
Cutlass Supreme	2,223	2,209	8,586	91,659	107,588
Toronado	202	197	845	14,377	9,388
88 (fwd)	1,590	753	6,390	97,264	136,081
88 (rwd)	0	0	843	1,223	7,424
98	1,119	600	1,170	39,992	68,784
Total Oldsmobile	**8,922**	**5,568**	**26,140**	**406,238**	**497,173**
Sunbird	4,040	4,118	16,494	159,453	144,290
Grand Am	0	0	14,400	200,013	217,252
Firebird	878	0	455	39,834	54,719
Grand Prix	3,200	0	1,307	109,848	117,261
Pontiac 6000	1,480	1,475	2,248	51,535	75,886
Bonneville	1,535	0	2,326	70,662	87,778
Safari/Parisienne	0	0	0	0	2,691
Total Pontiac	**11,133**	**5,593**	**37,230**	**631,345**	**699,887**
Total Saturn	**540**	**540**	**2,162**	**2,162**	**0**
GENERAL MOTORS	**55,009**	**48,226**	**173,653**	**2,575,631**	**2,971,442**
DIAMOND-STAR	**3,240**	**3,360**	**13,275**	**144,447**	**87,215**
HONDA	**8,950**	**8,998**	**36,880**	**415,756**	**347,650**
Civic	1,500	1,482	6,219	97,691	125,722
Accord	7,450	7,516	30,661	318,067	221,928
MAZDA†	**4,496**	**4,111**	**15,074**	**172,528**	**196,358**
NISSAN	**3,398**	**3,121**	**11,950**	**92,155**	**111,155**
NUMMI	**5,000**	**4,413**	**19,301**	**192,649**	**185,493**
Corolla	2,500	2,240	9,714	98,415	76,617
Geo Prizm/Nova	2,500	2,173	9,587	97,234	108,876
SUBARU-ISUZU	**1,250**	**1,421**	**4,998**	**31,916**	**5,237**
TOYOTA	**4,540**	**4,555**	**18,170**	**298,292**	**142,782**
TOTAL CARS, U.S.	**119,136**	**106,216**	**443,122**	**5,865,431**	**6,544,452**
TOTAL CARS, CANADA	**26,962**	**27,253**	**100,039**	**1,044,227**	**962,754**
U.S., CANADA CARS	**146,098**	**136,469**	**552,161**	**6,909,658**	**7,507,206**
U.S., CANADA CARS AND TRUCKS	**223,975**	**217,091**	**800,587**	**11,425,829**	**12,348,478**

Monthly estimates may contain error of one or two units due to rounding.
†Total includes MX-6, 626, and Ford Probe.

CANADIAN CAR

	Week Ended Dec. 8, 1990	Week Ended Dec. 1, 1990	Nov. Total	Jan. 1 to Dec. 8, 1990	Jan. 1 to Dec. 9, 1989
Monaco	400	575	1,476	10,719	0
Premier	875	628	1,515	12,808	30,848
CHRYSLER MOTORS	**1,275**	**1,203**	**2,991**	**23,527**	**30,848**
Tempo	2,981	3,003	6,712	107,095	124,932
Topaz	1,254	1,326	2,253	39,384	55,755
Crown Victoria	2,442	2,502	12,136	116,244	112,713
Grand Marquis	2,400	2,436	11,728	109,729	123,548
FORD MOTOR CO.	**9,077**	**9,267**	**32,829**	**372,452**	**416,948**
Celebrity	0	0	0	20,319	25,541
Cutlass Ciera	1,780	1,780	7,833	75,555	116,516
Lumina	5,125	5,378	23,890	216,094	179,966
Regal	2,875	2,790	11,743	98,445	71,984
GENERAL MOTORS	**9,780**	**9,948**	**43,466**	**410,413**	**394,007**
CAMI	**2,400**	**2,300**	**9,900**	**47,362**	**0**
HONDA	**1,750**	**2,183**	**9,087**	**99,442**	**81,391**
HYUNDAI	**800**	**735**	**3,112**	**24,762**	**13,800**
TOYOTA	**1,300**	**1,347**	**6,286**	**58,410**	**17,942**
VOLVO	**100**	**100**	**756**	**7,829**	**7,738**
TOTAL CARS, CANADA	**26,962**	**27,253**	**100,039**	**1,044,227**	**962,754**

U.S. TRUCK

Caravan	1,800	2,550	7,754	86,840	102,703
Dakota	1,700	1,984	5,916	70,025	89,982
Caravan C/V	0	0	0	4,171	6,253
Ram pickups	1,700	2,022	6,050	98,101	87,224
Total Dodge	**5,200**	**6,556**	**19,720**	**259,137**	**286,162**
Cherokee	3,400	0	11,719	146,787	198,555
Comanche	300	0	1,062	9,196	24,730
Grand Wagoneer	0	0	325	6,119	9,272
Wagoneer	100	0	335	3,775	7,310
Total Jeep	**3,800**	**0**	**13,441**	**165,877**	**239,867**
Voyager	1,200	1,840	5,793	78,256	96,080
Town & Country	50	66	190	2,338	3,178
Total C-P Div.	**1,250**	**1,906**	**5,983**	**80,594**	**99,258**
CHRYSLER MOTORS	**10,250**	**8,462**	**39,144**	**505,608**	**625,287**
Aerostar	0	8,683	14,568	194,067	209,745
Bronco	0	909	1,827	44,928	67,513
Bronco II/Explorer	5,714	4,449	22,648	199,019	113,410
Navajo	328	268	1,340	7,687	0
Econoline	2,102	2,085	10,073	163,479	203,455
Mediums/Heavies	0	1,113	3,446	46,558	54,493
Light trucks	3,115	4,995	25,161	417,607	496,187
Ranger	2,587	2,173	24,362	270,235	296,946
Total Ford Div.	**13,846**	**19,675**	**103,425**	**1,343,580**	**1,439,749**
FORD MOTOR CO.	**13,846**	**19,675**	**103,425**	**1,343,580**	**1,439,749**
Astro	2,475	2,714	11,176	124,748	152,966
Blazer	357	325	325	14,998	24,818
Lumina APV	803	1,155	1,854	77,032	17,362
Mediums/Heavies	358	551	924	10,071	8,068
P-Model	202	0	1,862	20,336	28,010
Pickups	7,006	7,279	18,699	381,310	381,174
S-10	6,590	6,648	22,765	234,509	229,468
S-10 Blazer	2,144	2,454	6,281	81,721	164,719
Sportsvan/Van	270	0	576	53,630	90,439
Suburban	1,261	1,571	1,571	60,697	67,536
Total Chevrolet	**21,455**	**22,697**	**66,033**	**1,059,052**	**1,154,444**
Jimmy	106	123	123	4,577	7,920
Mediums/Heavies	360	394	356	10,024	13,127
P-Model	40	0	196	2,641	3,746
Pickups	2,833	2,727	7,408	134,082	117,306
S-15/Sonoma	1,448	1,069	4,890	51,870	55,613
S-15 Jimmy	563	662	1,259	26,147	48,265
Safari	1,285	1,086	3,799	43,958	42,688
Suburban	1,071	619	619	29,562	30,596
Vandura/Rally Vans	170	0	123	19,670	28,701
Total GMC	**7,876**	**6,680**	**18,773**	**322,531**	**347,962**
Silhouette	322	338	676	26,586	3,503
Bravada	335	250	400	1,012	347,962
Total Oldsmobile	**657**	**588**	**1,076**	**26,598**	**3,503**
Pontiac Trans Sport	388	620	900	41,964	6,501
GENERAL MOTORS	**30,387**	**30,585**	**86,782**	**1,453,058**	**1,507,337**
NAVISTAR*	**1,250**	**1,500**	**5,151**	**68,330**	**74,899**
NISSAN	**3,200**	**3,046**	**11,863**	**134,207**	**117,387**
SUBARU-ISUZU	**1,300**	**796**	**3,981**	**33,476**	**5,235**
AM GENERAL	**450**	**450**	**1,800**	**21,240**	**21,600**
MISCELLANEOUS	**3,000**	**3,000**	**12,000**	**141,600**	**138,600**
TOTAL TRUCKS, U.S.	**63,743**	**67,514**	**254,146**	**3,701,099**	**3,929,364**

CANADIAN TRUCK

Caravan	3,342	3,065	12,248	120,161	140,972
Caravan C/V	228	258	816	7,012	9,422
Ram Wagon	0	0	746	19,898	25,121
Ram Van	0	0	2,538	52,947	67,405
Total Dodge	**3,570**	**3,323**	**16,348**	**200,018**	**242,920**
Voyager	2,574	2,573	9,003	96,120	119,376
Total Plymouth	**2,574**	**2,573**	**9,003**	**96,120**	**119,376**
Wrangler	1,500	0	3,684	55,009	68,003
Total Jeep	**1,500**	**0**	**3,684**	**55,009**	**68,003**
CHRYSLER MOTORS	**7,644**	**5,896**	**29,035**	**351,147**	**430,299**
FORD MTR. (N. trks.)	**0**	**0**	**9,569**	**125,467**	**154,517**
Light trucks	3,275	3,349	14,827	161,149	156,308
Vans	695	1,181	1,188	44,714	59,077
Total Chevrolet	**3,970**	**4,530**	**16,015**	**205,863**	**215,385**
Light trucks	975	1,009	4,795	59,586	68,253
Vans	280	497	496	17,469	25,115
Total GMC	**1,255**	**1,506**	**5,291**	**77,055**	**93,368**
GENERAL MOTORS	**5,225**	**6,036**	**21,306**	**282,918**	**308,753**
CAMI	**1,100**	**963**	**4,394**	**48,231**	**0**
NAVISTAR*	**165**	**183**	**7,986**	**8,189**	**18,359**
TOTAL TRKS., CANADA	**14,134**	**13,078**	**72,290**	**815,872**	**963,929**
U.S., CANADA TRKS.	**77,877**	**80,592**	**326,346**	**4,516,971**	**4,833,232**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

Trucks off; cars down 18% in Nov.

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

U.S. auto production in November was 443,122 units, 32.45 percent below October and 18.04 below November 1989. This is the lowest figure for November since 1981 when 418,948 units were assembled.

Truckmakers built 264,146 units, 28.12 percent below the prior month and 18.82 percent below the year-ago. It was the lowest November production for trucks since 1986.

Last week, U.S. automakers estimated production was 119,136 units, 9.08 percent above the prior week and 8.09 percent below the same week a year ago.

Year-to-date, 5,865,431 cars have been assembled, 10.38 percent below the year-ago pace.

U.S. truckmaker's estimated output last week was 63,743 units, 5.59 percent below the prior week and 30.0 percent below the same week in 1989.

Year-to-date, 3,701,099 trucks have been assembled, 5.81 percent below the prior year.

General Motors scheduled 10 plants to be down this week: truck plants in Baltimore; Flint, Mich. (No. 1 and 2); Ft. Wayne, Ind.; Pontiac, Mich. (East); and Tarrytown, N.Y., and car plants in Bowling Green, Ky.; Oklahoma City; Wilmington, Del.; and Arlington, Texas. Eight of the assembly plants will remain idle until Jan. 2.

Ford's Chicago car assembly was forced to shut down last week due to a shortage of materials caused by a strike at the Assembly Plant Material Services, Inc., warehouse, a wholly owned subsidiary of Ford that supplies bumpers, panels and other components.

Chrysler plans to idle the Toledo, Ohio, Jeep facility today in order to adjust inventory levels. Production is expected to resume the week of Dec. 17.

Car build up in Canada

Canadian auto production in November was 109,039 units, 5.0 percent below the prior month and 2.93 percent above the year-ago month. It was the best November since 1984.

Truckmakers assembled 72,200 units in November, 6.62 percent below the prior month and 9.08 below November 1989.

Last week, 26,962 cars were scheduled, 1.07 percent below the prior week and 8.97 below the year-ago week.

Estimated truck production last week was 14,134, 8.07 above the prior week and 31.42 below the year-ago week.

NOTE

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